



Liquor Chronicles

Department of Revenue

Liquor Distribution Team

July 2006

Cocktails by Jenn™

Multi-Color Corporation has partnered with glass decorator, G-3 Enterprises, to label Cocktails by Jenn™, the popular new line of premium vodka cocktails from Jenn's Cocktail Company.

This sassy package is decorated at G-3 Enterprises with heat transfer labels from Multi-Color. Gravure printed at the Framingham, Massachusetts facility, this label features Multi-Color's revolutionary heat transfer technology for glass. The cost-effective technology creates a clean and vibrant label, representative of the ultimate no-label look. Multi-Color's patented "frost" provides the acid-etch effect without the cost and environmental concerns of acid etching.

The cocktails are available in four fun flavors, Appletini, Blue Lagoon, Cosmopolitan and Lemon Drop, appealing to a variety of taste buds. The modern design and bold graphics on the bottle represent the flavored beverage inside. The cocktails have been enjoyed at numerous celebrity and high profile events, finding strong appeal with consumers.

www.cocktailsbyjenn.com



2006 Holiday Products

Advertisements for the 2006 holiday products were sent out on June 14 to all agency liquor stores. The deadline to submit your order is July 19. We ask that you please fax your order to the special order line (800) 332-6135, option 2 or mail it to PO Box 1712, Helena, MT 59604.

If you have any questions or concerns, call Steve Swanson at (800) 332-6135.

Independence Day

As a reminder, Tuesday, July 4 is a holiday. All agency liquor stores must be closed. Stores with a Tuesday pick date will need to have orders in to the Helena office by 4:00 a.m. on Thursday, June 29 for processing. Since those orders will be processed in the month of June, they will reflect June prices.



HAPPY 4TH OF JULY

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Product Updates

New Products

Clear Creek 8yr Apple Brandy
385-53636-75
12 pack @ \$37.35/bottle

Clear Creek Pear Brandy
385-56676-75
12 pack @ \$37.35/bottle

Cocktails By Jenn Appletini
290-41448-75
12 pack @ \$20.00/bottle

Cocktails By Jenn Appletini
290-41442-01
8 – 4 packs (32 total bottles) @ \$17.00/4-pack

Cocktails By Jenn Blue Lagoon
290-41449-75
12 pack @ \$20.00/bottle

Cocktails By Jenn Blue Lagoon
290-41443-01
8 – 4 packs (32 total bottles) @ \$17.00/4-pack

Cocktails By Jenn Cosmopolitan
290-41452-75
12 pack @ \$20.00/bottle

Cocktails By Jenn Cosmopolitan
290-41444-01
8 – 4 packs (32 total bottles) @ \$17.00/4-pack

Cocktails By Jenn Lemon Drop
290-41453-75
12 pack @ \$20.00/bottle

Cocktails By Jenn Lemon Drop
290-41445-01
8 – 4 packs (32 total bottles) @ \$17.00/4-pack

Florio Dry Marsala
510-92344-75
12 pack @ \$19.35/bottle

New Products (Continued)

Juniper Green Organic London Dry Gin
200-28636-75
12 pack @ \$19.95/bottle

McCarthy's Oregon Single Malt Whisky
199-27506-75
12 pack @ \$37.35/bottle

Meukow VS Cognac
351-48766-75
12 pack @ \$29.00/bottle

Meukow VS Vanilla Cognac
449-65942-37
12 pack @ \$13.05/bottle

Mr Boston Blue Curacao
449-85437-10
12 pack @ \$8.25/bottle

Mr Boston Crème De Banana
475-80367-10
12 pack @ \$8.25/bottle

Penderyn Single Malt Welsh Whisky
130-15997-75
6 pack @ \$58.35/bottle

Reyka Vodka
255-34753-75
6 pack @ \$23.95/bottle

Packaging Changes

The following product is changing to a plastic bottle. Please order it under the new NABCA number.

St. Brendan's Irish Cream
425-68840-05
120 pack @ \$1.40/bottle
Was: 425-68841-05

Product Updates

Price Changes

1800 Margarita RTD
398-59155-75
12 pack @ **\$14.95/bottle**
Was: \$12.70/bottle

Don Q Gold Rum (Serralles)
330-43446-75
12 pack @ **\$13.10/bottle**
Was: \$13.20/bottle

Manastirka Slivovitz
365-51320-75
6 pack @ **\$20.90/bottle**
Was: \$20.05/bottle

Maraska Kosher Slivovitz
365-51326-75
6 pack @ **\$19.45/bottle**
Was: \$17.15/bottle

Palo Viejo Gold Rum
330-43517-10
12 pack @ **\$9.40/bottle**
Was: \$9.50/bottle

Palo Viejo Gold Rum
330-43518-17
6 pack @ **\$16.65/bottle**
Was: \$16.80/bottle

Skyy Berry Vodka
290-41729-75
12 pack @ **\$14.00/bottle**
Was: \$17.00/bottle

Tarantula RTD Berry Margarita
449-77503-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Tarantula RTD Black Cherry Margarita
449-77518-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Price Changes (Continued)

Tarantula RTD Blue Margarita
449-77490-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Tarantula RTD Mango Margarita
449-77507-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Tarantula RTD Melon Margarita
449-77511-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Tarantula RTD Peach Margarita
449-77520-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle

Tarantula RTD Strawberry Margarita
449-77515-17
6 pack @ **\$8.05/bottle**
Was: \$10.70/bottle



NABCA # and Pack Size Changes

Tequila Rose Liqueur
449-65205-75
6 pack @ \$18.50 bottle
Was: 449-65200-75
12 pack

This item is still on sale through the end of June at \$15.50/bottle and is still repackable.

Product Updates

NABCA # and Price Changes

Chambord Liqueur

449-64671-05

120 pack @ **\$3.25/bottle**

Was: 449-64670-05
\$2.55/bottle

Grand Centenario Anejo Tequila

499-89292-74

6pack @ **\$54.95/bottle**

Was: 499-89250-75
\$57.40/bottle

NABCA #, Pack Size and Price Changes

Gran Centenario Plata Tequila

498-87505-75

6 pack @ **\$45.95/bottle**

Was: 498-87506-75
12 pack @ \$49.30/ bottle

Gran Centenario Reposado Tequila

499-89369-75

6 pack @ **\$49.95/bottle**

Was: 499-89256-75
12 pack @ \$52.20/bottle



Discontinued Products

Coquila Choc Coffee Cream Liqueur

430-67436-75

Everclear Purple Passion

398-59119-37

Walker's Deluxe

151-21967-10

Walker's Deluxe

151-21966-75

No inventory remains for the above two sizes of the Walker's Deluxe. We only have inventory for this product in the 375ml size.

All American Daiquiri

Blue Layer:

- $\frac{3}{4}$ oz Light Rum
- 1 $\frac{1}{2}$ oz Sour
- Mix $\frac{1}{2}$ oz Blueberry Flavoring or 10 Fresh Blueberries
- 1 cup ice

Red Layer:

- $\frac{3}{4}$ oz Light Rum
- 2 oz Strawberry Daiquiri Mix or 4 Fresh, Large Strawberries
- 1 cup ice
- Whipped Cream

Blend each layer separately until very thick. Layer blue, then red, and top with whipped cream. Add a cherry.